

Keynote Guide



Ask For More
WITH ALEX CARTER®
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Letter From Alex

Negotiation is so much more than deal-making.

It's sales. It's client relations. It's story-telling. It's risk mitigation. It's collaboration. It's human capital management. It's innovation.

The fact is that negotiation is like oxygen - it powers people, teams, companies and nations. Everyone wants to be better at it. And yet so many people, no matter how credentialed, lack the cutting-edge skills or the confidence to negotiate at their best.

I love giving people - and organizations - the tools to unlock their fullest potential. For more than a decade, I've been a professor at Columbia Law School and a leading keynote speaker to the Fortune 500, United Nations, and AmLaw 200 - helping companies achieve more from their negotiations from behind some of the biggest boardroom doors in the world.

No matter your goals or your audience, we can work together to create an engaging, interactive, research-backed keynote that doesn't just inspire, it sticks. Every time I take the stage, my goal is to produce one of the highest-rated events in your organization's history. And importantly, I don't want you to choose between results and fun - let's deliver it all!

Please consider this just the beginning of a conversation. In this document, you'll learn more about what I can bring to your event. But nothing substitutes for a conversation! I'd love to connect more directly about the opportunity to help you achieve your goals.

Reach out to the team at hello@alexcarterasks.com to further discuss options, pricing, and availability.

Let's make this the year that you ask for more!

About Alex

Alexandra Carter is the Everett B. Birch Innovative Teaching Clinical Professor of Law and the Director of the Mediation Clinic at Columbia Law School. In 2019, Professor Carter was awarded the Columbia University Presidential Award for Outstanding Teaching, Columbia's highest teaching honor. Her first book, *Ask For More: Ten Questions to Negotiate Anything*, was published by Simon & Schuster in May 2020, and became an instant Wall Street Journal Business bestseller, the first negotiation book solo-authored by a woman to make that list. She is also the CEO of Ask For More Group, which offers best-in-class negotiation, self-advocacy, executive presence, and public speaking training from some of the world's leading experts.

Professor Carter's teaching and research interests lie in the field of alternative dispute resolution, primarily in mediation and negotiation. She is a leading trainer on negotiation and mediation for many from the private and public sectors, including the United Nations, where she has conducted dozens of workshops for more than 80 nations, U.S. courts and federal agencies; private corporations, such as Google, Comcast NBC Universal, New York Life, Bloomberg and Viacom; and law firms, including Cravath, Swaine & Moore, A&O Shearman, and Morrison & Foerster.

She has served on the New York State Alternative Dispute Resolution Advisory Committee commissioned by Chief Judge Janet DiFiore, the Alternative Dispute Resolution Committee for the New York City Bar Association, and the Mediator Ethics Advisory Committee for the New York State Unified Court System. She is an admitted mediator for the Southern District of New York.

Prior to joining the Columbia faculty, Professor Carter was associated with Cravath, Swaine & Moore LLP, where she defended against a multibillion-dollar securities class action lawsuit related to the Enron collapse, served as the senior antitrust associate on several multibillion-dollar mergers, and handled cases involving copyright law. She also worked as an analyst at Goldman Sachs. She is a former U.S. Fulbright Scholar to Taiwan.

Professor Carter received her Juris Doctor degree in 2003 from Columbia Law School, where she earned James Kent and Harlan Fiske Stone academic honors. She also won the Jane Marks Murphy Prize for clinical advocacy and the Lawrence S. Greenbaum Prize for the best oral argument in the 2002 Harlan Fiske Stone Moot Court Competition. After earning her degree, Professor Carter clerked for the Hon. Mark L. Wolf, U.S. District Court for the District of Massachusetts in Boston.

Professor Carter is a frequent media commentator on negotiation and pay equity for women, with appearances on Good Morning America, MSNBC's Morning Joe and MSNBC Live, Hardball with Chris Matthews, the CBS Early Show, and NPR Marketplace. She is a contributor for NBC News' Know Your Value, a news site devoted to helping women grow in their careers and reach their full potential.

Professor Carter's TEDx talk, entitled "How to ask for more – and get it," has amassed more than 1.2 million views and was designated a national Editor's Pick, representing one of the best talks of the year. She is the lead instructor for the first-ever MasterClass negotiation certificate course, which launched in August 2026.





Keynote Topics

1. Ask for More: Strategic Negotiation. Only 7% of people know the secret to great negotiation - but mastering it is simpler than many people think! No matter where they start, anyone can improve their negotiation skills and see quantum-leap results in their professional lives. In this innovative, interactive talk, Alex gives audiences several powerful tools to achieve immediate, massive results in their negotiations. Straight from the pages of Alex's Wall Street Journal bestselling book, Ask for More: 10 Questions to Negotiate Anything, participants learn how to ask powerful questions and then "land the plane" for the greatest effect. The results? Better deals, fewer losses, and a lot more collaboration across the board.

2. Amplify: Lead by Lifting Others. What if there were one leadership strategy that simultaneously helped organizations generate revenue, build stronger teams and promote more personal happiness at work? And what if that strategy not only benefited other people, but also helped you magnify your own influence? There is - and it's called amplification. In the natural world, amplification refers to the process of making something louder. But in the workplace, amplification means elevating someone together with their ideas, contributions or experiences by speaking about them to someone else. When we amplify, we speak someone's name and give them credit, in specific ways that change them, your team, and ourselves - forever. In this interactive and empowering keynote, Alex Carter will teach participants the Amplification Formula, and the reasons why the most successful organizations in the world are powered by amplifiers. Put amplification to work for you, and watch your leadership - and your organization - soar!

“**Alex believes that women have always been powerful - but they haven't always been included in the conversation on negotiation.**”



3. Becoming Your Own Ultimate Self-Advocate. Negotiation isn't just about numbers—it's also about messages. An essential part of that message is how we talk about ourselves, both within our companies and with clients. Participants in this workshop will learn how to drive huge growth and prevent unnecessary loss by communicating powerfully, how to develop the negotiation resilience to get past a “no” and persevere until it's a “yes,” and how to advocate for themselves by asking the right questions. In this interactive talk, Professor Carter offers tactics and strategies to help participants nail their communication skills and masterfully negotiate on behalf of themselves in any context.

4. More than Money: Negotiating Beyond the Contract. Money is important—but it's only half the story. In fact, nailing certain critical everyday negotiations—for access, for boundaries, for information, or for time—is often what moves the needle for professionals running a business, leading a team, or pursuing a new role. In this tactical interactive talk designed for your organization's senior leaders, Alex teaches the most powerful non-monetary asks in any negotiation. Participants will learn how to drive major results and prevent unnecessary loss by advocating for everything they need to succeed and thrive.

5. Claiming Your Expertise. Negotiation is more than the way we talk to other people - it's also how we talk about ourselves. Many of us find it difficult to discuss our expertise and accomplishments, whether inside our teams or with clients - but to reach our goals and achieve meaning in our careers, we have to claim our expertise! In this tactical and empowering workshop, Professor Carter will give professionals the tools to understand their strengths, frame their accomplishments and become their own ultimate self-advocate. Participants will walk away from the workshop with the skills to allow others to share in their wins, put their talents to the best use, and realize their dreams and ambitions.



6. Executive Presence Through the Voice. Command, clarity, and confidence in any situation—that's the X-factor known as “Executive Presence” and every leader needs it. Executive Presence exists both in the words we choose and how we speak them. In this constructive and illuminating workshop, Professor Alexandra Carter unpacks the inequity inherent in the concept of Executive Presence, while also giving participants research-backed strategies for choosing the right language and speaking it with confidence. Attendees will emerge ready to fully embody Executive Presence—in any room.

LET'S GET STARTED

www.alexcarterasks.com/speaking/

How to Book Alex

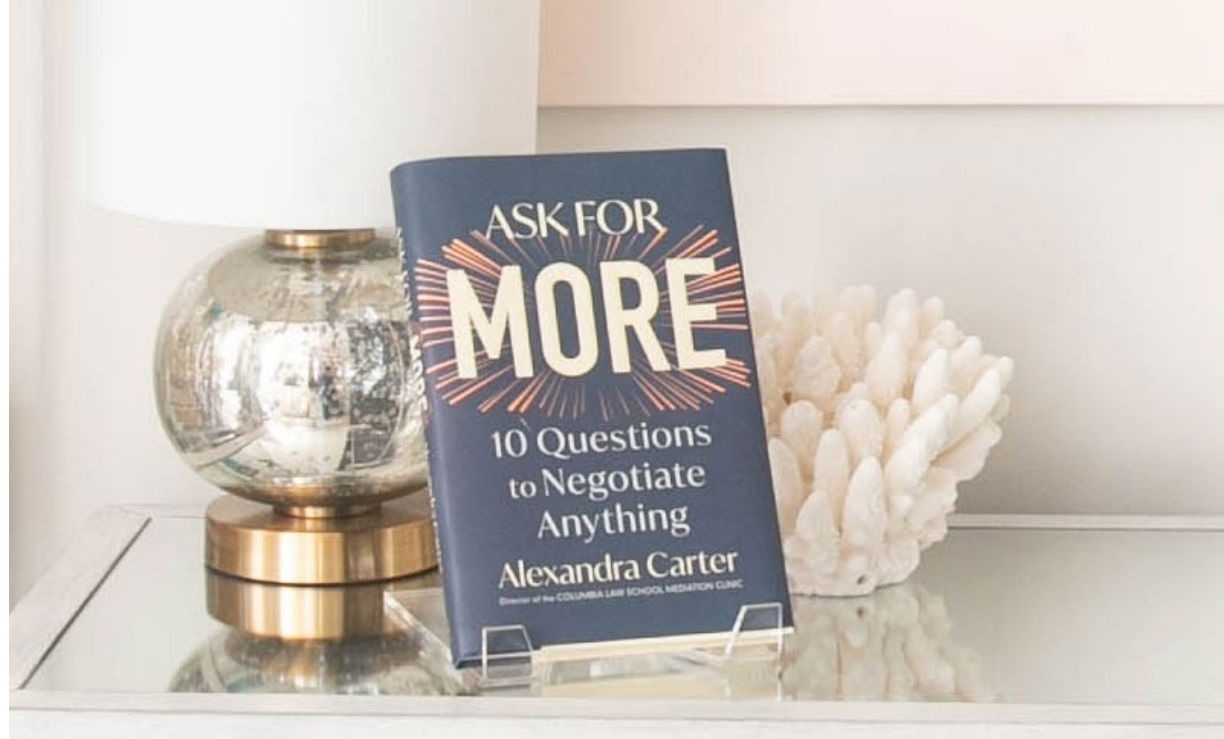
Let's get started.

Option 1.

Reach out to the team at hello@alexcarterasks.com to further discuss your opportunity.

Option 2.

Visit our Speaking Inquiry Page at <https://alexcarterasks.com/speaking-inquiry/> and complete the form to let us know more about your opportunity including dates, location, and audience.



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– it powers people, teams,
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Let’s make this the year you
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